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IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

**PATENT APPLICATION**

Applicant: **Hendricks et al.**

Case: **SEDN/5205**

Serial No.: **09/973,083**

Filed: **October 10, 2001**

Examiner: **Shepard, Justin E.**

Group Art Unit: **2611**

Confirmation No: **5151**

Title: **INTERNALLY TARGETED ADVERTISEMENTS USING TELEVISION  
DELIVERY SYSTEMS**

**RESPONSE UNDER 37 C.F.R. §1.116**

MAIL STOP AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

SIR:

<p>CERTIFICATE OF MAILING OR TRANSMISSION</p> <p>I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage for first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, or being facsimile transmitted to the USPTO, on the date indicated below.</p> <p>July 19, 2006 <i>John A. Hendricks</i></p> <p>Date</p>
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In response to the Final Office Action mailed April 19, 2006, please enter this response and reconsider the claims pending in the application for the reasons discussed below. The Commissioner is authorized to charge any fee due, including extension of time and excess claim fees, to counsel's Deposit Account 20-0782/SEDN/5205.

**Amendments to the Claims** are reflected in the listing of claims that begins on page two of this paper.

**Remarks/Arguments** begin on page four of this paper.